NEWSPAPERS FIRST
GATEWAY POSITION
SPOT COLOR COSTS (1 COLOR)

	Daily	Sunday	Effective
Los Angeles Times	$5,600	$6,700	1/1/91
Chicago Tribune	2,500	2,800	10/1/90
Chicago Sun Times	2,375	2,750	3/1/90
Philadelphia Inq./News	2,730	4,205	1/1/91
San Francisco Cron/Exam	2,500	3,500	5/1/90
San Jose Mercury News	900	975	6/1/91
Boston Globe	2,850	3,150	7/1/91
Detroit News/Free Press	4,438	4,485	1/1/91
Dallas Times/Herald	964	964	9/1/90
Akron Beacon/Journal	700	700	1/7/91
Atlanta Journ./Const.	1,778	1,896	1/1/91
Minneapolis Star/Tribune	940	1,175	12/30/90
Saint Paul Pioneer Press	900	900	1/1/91
Seattle Times/Post Intell.	2,770	2,770	1/1/91
Miami Herald	1,995	2,205	1/1/91
Ft. Lauderdale Sun/Sentinel	1,700	2,950	1/1/91
Sacramento Bee	1,060	1,235	1/1/91
Denver Post	875	980	10/1/90
Phoenix Republic/Gazette	2,168	2,610	2/1/91
Baltimore Sun	1,650	1,650	1/1/91
Hartford Courant	778	1,356	1/1/91
San Diego Union/Tribune	950	950	1/1/91
Indianapolis Star/News	1,988	1,674	1/1/91
Milwaukee Journal/Sentinel	1,680	1,225	1/1/91
Charlotte Observer	810	856	1/1/91
Columbia State	909	908	1/1/91
Ft. Wayne Journal/Gazette News/Sentinel	570	441	1/1/91

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Source: https://www.industrydocuments.ucsf.edu/docs/mkmm0004